



Alliance

Trademark Guidelines for Members

- for DiiA Regular and Associate Members

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For any further explanation of the contents of this document, or in case of any perceived inconsistency or ambiguity of interpretation, please contact the DiiA:

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Document History

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9 March 2018	V1.1	Release
24 April 2020	V2.0	D4i Trademarks added. Trademark use changes/additions: accredited test-houses, software, product names, auxiliary power supplies, integrated luminaires, colour control gear, word Trademarks. Withdrawal of new DALI Trademark use on new version-1 LED drivers.
5 February 2021	V2.1	Table 1: Use of "certification mark" removed. 10.4 wordmark: new example added, and example corrected. Requirement for the case that a product has additional brands. Table 1 updated.
13 December 2021	V2.2	Addition of track systems. Addition of rules for new DALI version-1 registrations and continued DALI version-1 trademark use when DALI-2 tests are released. 4.4 Product names and part numbers. 4.1 Allowance for DALI word use on control devices. 10.4 Additional rules for "DALIplus" etc.
9 June 2022	V2.3	Cover page and legal disclaimer updated to latest version. 4.4: "DALI" word use in luminaire product names. Table 2 Marketing material
25 January 2023	V2.4	Additional use of DALI-2, D4i and DALI+ permitted. Exceptions for Trademark use on registered colour control gear updated due to passed deadline of 31 st December 2022. Further explanation of OEM/ODM products/rebranding.

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Trademark Guidelines for Members

1 Overview

This document gives rules and guidelines for use of the DiiA Trademarks by DiiA Regular members and Associate members. A separate document is issued for community members.

Important legal notice: The use of the Trademarks (as defined below) is subject to the license agreement that is part of the Membership Agreement. Any use of the Trademarks without this valid and effective license agreement and/or any use of the Trademarks which is not compliant with these Trademark Guidelines is an infringement of the Trademarks. Any infringement of the Trademarks will be prosecuted.

2 Definitions

In addition to the definitions defined in the “Digital Illumination Interface Alliance Charter”, the following are defined:

Certification Manager

person appointed by the DiiA Board or General Manager, with authority to determine compliance test passes, failures or test exemptions

Trademark

a registered word or logo shown in the section, “Trademarks”

3 Trademarks

The following Trademarks are registered:

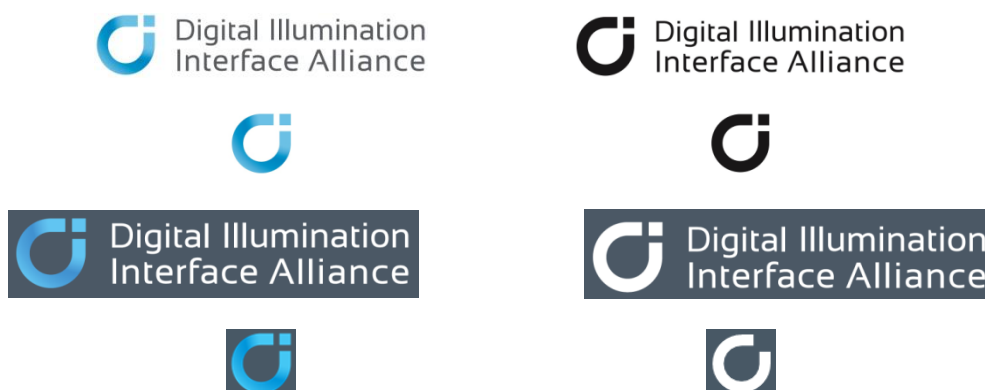
3.1 DiiA word Trademark

The word Trademark **DiiA** is an acronym that stands for **D**igital **i**llumination **i**nterface **A**lliance. The word Trademark applies regardless of font, style or other properties.

DiiA

3.2 DiiA Trademark logos

The DiiA Trademark logos represent the Digital Illumination Interface brand and technology standard. Eight forms are permitted. The first four are for white or light backgrounds. The second four are for black or dark backgrounds:



3.3 DALI and D4i word Trademarks

The word Trademarks shown below, apply regardless of font, style or other properties.

DALI

DALI-2

D4i

DALI+

3.4 DALI Trademark logos

The DALI Trademark logos and DALI-2 Trademark logos represent the Digital Addressable Lighting Interface brand and technology standard. Four forms are permitted. The first two are the DALI Trademark logos for DALI version-1 compliant products and product related marketing material – one each for white or light backgrounds, and black or dark backgrounds respectively. The second two are the DALI-2 Trademark logos for DALI version 2 compliant products – one each for white or light backgrounds, and black or dark backgrounds respectively.



3.5 D4i Trademark logos

Three forms of the D4i Trademark are permitted – the first two shown below are for white or light backgrounds, and the third form is for black or dark backgrounds.



Note: The grey background shown in the Trademarks for use on dark or black backgrounds, are to be replaced by the actual dark or black background colour.

3.6 DALI+ word and logo Trademarks

The DALI+ Trademark logos and words represent the Digital Addressable Lighting Interface brand for use when wireless and IP-based carriers are used to transport the DALI commands. Two forms of the

DALI+ Trademark are permitted – the first shown below is for white or light backgrounds, and the second form is for black or dark backgrounds.



See 10.1 for allowed use of colour.

4 Conditions for Trademark usage

The following main conditions shall be met before use of the Trademarks is permitted (Table 1 and Table 2). In addition, conditions in the latest version of the document “D4i Certification and Trademark Use” shall be met.

See the DiiA website for the full list of “DALI version-1” and “DALI-2” standards.

Application	DALI Trademark use (Compliance mark)	DALI-2 Trademark use and D4i Trademark use
Registered or Certified products	<p>Registered products:</p> <ul style="list-style-type: none"> • Self-declaration of successful testing on approved test system with official test sequences • If DALI-2 test sequences are used, then successful completion of the DiiA certification process is necessary. • Product registered and publicly visible on DiiA website (required for all products from 1st June 2018) • DALI version-1 LED drivers that do not implement parts 202 or 209, cannot be registered after 31st December 2019. • GTIN (product identification) number in memory bank 0 must match the GTIN number used in the product registration • The company name or brand of the DiiA member shall be shown on the product • If the product is marked with additional brands of companies that market the product, these brands shall all belong to DiiA Regular or Associate members • The manufacturer part number used for product registration shall be shown on the product <p>Certified products:</p> <ul style="list-style-type: none"> • Control gear meeting the requirements for DALI-2 Trademark use are permitted to use the DALI Trademark instead of the DALI-2 Trademark. This is intended as a temporary measure to allow synchronised market release of DALI-2 product ranges. 	<p>Certified products:</p> <ul style="list-style-type: none"> • Successful completion of the DiiA certification process • Product listed and publicly visible as certified on DiiA website • The company name or brand of the DiiA member shall be shown on the product • If the product is marked with additional brands of companies that market the product, these brands shall all belong to DiiA Regular or Associate members • The manufacturer part number used for product certification shall be shown on the product <p>Additional requirements for D4i Certification of products:</p> <ul style="list-style-type: none"> • Product listed as D4i certified on DiiA website.
Luminaires	<ul style="list-style-type: none"> • Contains at least one product from a DiiA member, with the product containing an IEC 62386 control interface, bearing the DALI Trademark and meeting the requirements for DALI registered or certified products • Modification of the luminaire by retrofitting with products not meeting the requirements for registered or certified products, shall require removal of the DALI Trademark from the luminaire unless all requirements for DALI Trademark use are still met. 	<ul style="list-style-type: none"> • Contains at least one product from a DiiA member, with the product containing an IEC 62386 control interface, bearing the DALI-2 Trademark or D4i Trademark and meeting the requirements for DALI-2 certified products • All products with an IEC 62386 control interface shall bear the DALI-2 Trademark or D4i Trademark, bear the name or brand of a DiiA member and meet the requirements for DALI-2 certified products, including listing in the DALI-2 certified products list on the DiiA website

	<ul style="list-style-type: none"> • Trademark use on luminaires is optional, even if the luminaires contain products bearing the DALI or DALI-2 Trademarks • Note: Luminaires are not listed on the DiiA website. 	<ul style="list-style-type: none"> • Modification of the luminaire by retrofitting with non-certified products shall require removal of the Trademarks from the luminaire unless all requirements for Trademark use are still met. • Trademark use on luminaires is optional, even if the luminaires contain products bearing the Trademarks <p>Additional requirements for D4i use on luminaires:</p> <ul style="list-style-type: none"> • Additional requirements are given in the latest version of the document, “D4i Certification and Trademark Use”
Other products	<ul style="list-style-type: none"> • Not allowed 	<ul style="list-style-type: none"> • Not allowed

Table 1 - Trademark use on products

Application	DALI, DALI-2, D4i and DALI+ Trademark use	DiiA Trademark use
Marketing material that does not show or describe products except those that are certified and visible in the product database.	<ul style="list-style-type: none"> • Use of the “DALI” Trademark logo or word is permitted on marketing material for the promotion of DALI technology. This includes luminaires meeting the requirements given in this document and marked with the DALI Trademark logo. • Use of the “DALI” Trademark logo or word is permitted to show membership of the organisation. NOTE: Addition of the word “Alliance” to the right or underneath the logo is recommended. • Use of the “DALI-2” Trademark logo or word is permitted on marketing material related to certified products that are shown in the product database as DALI-2 certified. This includes luminaires meeting the requirements given in this document and marked with the DALI-2 Trademark logo. • Use of the “D4i” Trademark logo or word is permitted on marketing material related to certified products that are shown in the product database as D4i certified. This includes luminaires meeting the requirements given in this document and marked with the D4i Trademark logo. • Use of the “DALI-2”, “D4i” and “DALI+” Trademark words or logos is permitted on marketing material for the promotion of the respective technology. • Use of the “DALI-2” and “D4i” Trademark logos or words is permitted for promotion of accredited test-house testing services, provided no products with a DALI interface are included in this promotional material, unless such products meet the requirements for use of the respective Trademarks. Accredited test-houses are listed on the DiiA website. 	<ul style="list-style-type: none"> • Use of the DiiA Trademark logo or word is only permitted to show membership of the organisation.
Marketing material showing	<ul style="list-style-type: none"> • Use of the “DALI-2”, “D4i” and “DALI+” Trademark words is permitted on marketing material showing products or prototypes that are under development, provided such products or prototypes are not yet 	<ul style="list-style-type: none"> • Use of the DiiA Trademark logo or word is only permitted to show

products under development	available to the market, and the following statement is clearly shown near to the use of the Trademark words: “All products shown here are under development, are not DALI-2/D4i/DALI+ certified, and are not available on the market.”, where the text “DALI-2/D4i/DALI+” is modified according to the actual used Trademark word.	membership of the organisation.
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Table 2 - Trademark use on marketing material

4.1 DALI version-1

- All DALI version-1 **control gear** bearing the DALI Trademark logo, and available on the market, shall be registered on the DiiA website before the product release, to allow DALI Trademark logo use on the product.
- **Control devices** are not included in the IEC 62386 version-1 standards, and no tests exist for such devices. For these reasons, the Trademark logos must not be used for or in connection with control devices, except those meeting the DALI-2 requirements.
- **Control devices** available on the market before 28 February 2022, whose purpose is to send commands to registered or certified DALI compliant control gear may use the “DALI” word Trademark provided they are publicly listed in the product database no later than 28 February 2022.
- No tests exist for **bus power supplies** that are designed to meet IEC 62386 version-1. For this reason, the Trademarks must not be used for or in connection with bus power supplies, except those meeting the DALI-2 requirements.
- Software tools for commissioning, maintenance or visualisation of a DALI-based lighting control system, which is not part of a device with a DALI interface, and that additionally meet the system software requirements given in the *Product Submission Guide*, are permitted to use the “DALI” word Trademark.
- New DALI version-1 registrations are not permitted for products for which DALI-2 tests exist. Such products shall be DALI-2 tested and certified before Trademark use is permitted. If a grace period is granted, this will be shown on the product certification web-page.

4.2 Company name or company brands

Trademarks may only be used in association with the member’s company name or brands. This allows traceability of products – third parties can determine if a product is truly certified by looking up the company name or brand on the DiiA website, checking if the product is listed.

To facilitate traceability, the company names and brands shall be listed on the DiiA website before use in association with these names or brands is permitted.

4.3 Trademarks registered by members

It is not permitted for members or non-members to register trademarks that include the DALI or DALI-2 or DALI+ or D4i word Trademarks, where the intended use relates to lighting, lighting components, lighting systems or lighting-related software.

4.4 Product names

Trademark use in product names is not permitted, except for the following cases:

- the product is already registered: the DALI word Trademark is permitted, or
- the product is already certified: the DALI-2 word Trademark is permitted, or
- the product is a luminaire meeting the requirements for luminaires in Table 1: use of the corresponding word Trademark is permitted.

Registered and certified products shall have a unique combination of the product name and part number. These shall both be marked on the product, except when one of the following exceptions applies:

- If the part number is unique, then it is sufficient to have only the part number shown on the product label.
- If the product name is unique, then it is sufficient to have only the product name shown on the label.

4.5 Auxiliary power supplies (part 150)

Auxiliary power supplies that are tested and certified for part 150, and publicly visible in the product database, but do not have an IEC 62386 interface, are permitted the following Trademark use:

- “AUX for D4i” marked on the product
- “Certified for use in D4i systems” in datasheets and other marketing material.

4.6 Existing and new DALI version-1 registrations when DALI-2 tests are released

Upon release of DALI-2 tests for a part of the standard implemented in a product, where corresponding DALI version-1 tests already exist, the following shall apply:

- New registrations of DALI version-1 products implementing at least one of these parts will end after a grace period of 9 months starting from the first date the corresponding DALI-2 tests were released.
- Existing registrations of DALI version-1 products implementing at least one of these parts will not be affected, allowing continued use of the DALI Trademark on registered products.

4.7 Lighting track and track supply connectors

The DALI-2 Trademark logo or word may be used on lighting track or track supply connectors, provided the conditions in the “Product Submission Guide” are met, and the track system is listed on the DiiA website, with the brand listed on the DiiA website also marked on the track and track supply connector.

5 Testing

- **Testing by members or test-houses:**
 - Products may be tested by the member, or by a test-house listed on the DiiA website.
 - For member testing, regular or associate membership is required.
 - Members may not test products for other companies, unless the member is accredited and listed as a DiiA test-house.
- **Testing of integrated luminaires**
 - Where the control gear is a non-replaceable part of the luminaire – certification testing shall be applied to the complete luminaire. Alternatively, the PCB-level product may be certified. See the “Product Submission Guide” for requirements for PCB-level product certification.
- **Test sequence versions:**
 - The latest version of the test sequences as specified on the DiiA website shall be used.
 - For updated products, as defined in the latest version of “DiiA (SW)003 Certification Process”, the latest version of the test sequences as specified on the DiiA website shall be used, unless agreed otherwise with the Certification Manager. Guidance for re-testing is shown in the “Product Submission Guide”. In addition to this guidance, test-houses may provide additional advice on re-testing.
 - When the latest test sequences are updated, the website will show the allowed grace period during which the previous version of test sequences may still be used.

- For successfully tested DALI version-1 control gear available on the market before 1st June 2018, the latest test-sequence version available at the time the product was last modified, is acceptable in place of the latest test sequences specified on the DiiA website. If the product has not been modified, the latest version of test sequences available at the time of product release is permitted.
- **Test failure:**
 - Products that do not pass these tests shall not bear the Trademarks unless otherwise agreed by the Certification Manager.
- **Test exceptions:**
 - Products that took advantage of a test exception for colour control gear before part 209 tests were available, are no longer permitted to use the DALI version-1 Trademark. Such products shall be DALI-2 certified to allow continued Trademark use.

6 Reserved rights

On request, the member shall within 30 days of the request being sent:

- submit test results to the Certification Manager for checking
- submit product samples to the Certification Manager or a specified test-house for further testing

Failure to meet these requirements may result in withdrawal of the permission to use the Trademarks for one or more products by the Certification Manager.

7 Non-compliance

Products may be deemed non-compliant if testing shows failures.

For products that are reported as causing problems in the field, and are found **not** to meet a requirement that was in the standard at the time of testing, the DiiA Certification Manager shall determine non-compliance status, with the possibility for the member to appeal to the DiiA Board of Directors.

For products that are reported as causing problems in the field, but are found to meet the requirements that were in the standard at the time of testing, the DiiA Certification Manager may provide technical details of the problem and a strong recommendation to update and re-test the product.

For products found to be non-compliant, the manufacturer shall either:

- remove the Trademarks from the products about to be placed on the market (including product literature), or
- correct the cause of the problem including a successful re-test of the product.

Unless agreed otherwise with the Certification Manager, a period of 30 days is allowed to correct the causes of non-compliance or to remove the Trademarks from products and product literature.

8 OEM (Original Equipment Manufacturer) and ODM (Original Designer or Manufacturer) products

Products manufactured by a DiiA member, but bearing the name of another company, shall not bear the Trademarks unless the company name shown on the product is that of a DiiA member.

The DiiA member's name and manufacturer's part number as shown on the product, shall be used for registration or certification.

All Trademark rules described in this document also apply to rebranded products.

EXAMPLE Member company X makes a product and it is certified and visible on the DiiA website with the brand “X”. This company then makes it available to another member company, “Y”, with the product bearing the branding of company “Y”. In regards to Trademark use, these are two different products. To allow Trademark use, company “Y” needs to submit the product for certification with this new brand. Trademark use is not permitted until this is visible to the public in the product database, with the brand “Y”. The *Product Submission Guide* explains GTIN and testing requirements for ODM/OEM products.

9 Termination of membership

Upon termination of membership, for any reason, the member shall cease all use of the Trademarks. If any grace period is provided by the membership agreement, all Trademark use shall cease at latest by the end of the grace period, otherwise all Trademark use shall cease immediately upon termination of membership. This includes, but is not limited to; use on newly manufactured products, stock products and all materials/documents/websites/packaging in physical or electronic forms.

10 Guidelines for application to products and marketing material

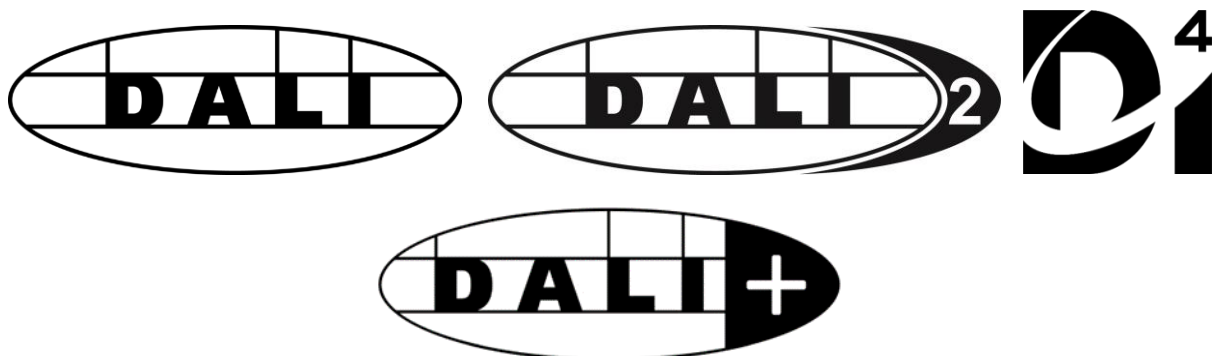
10.1 Colour

10.1.1 DALI and mono-chrome D4i Trademark logos

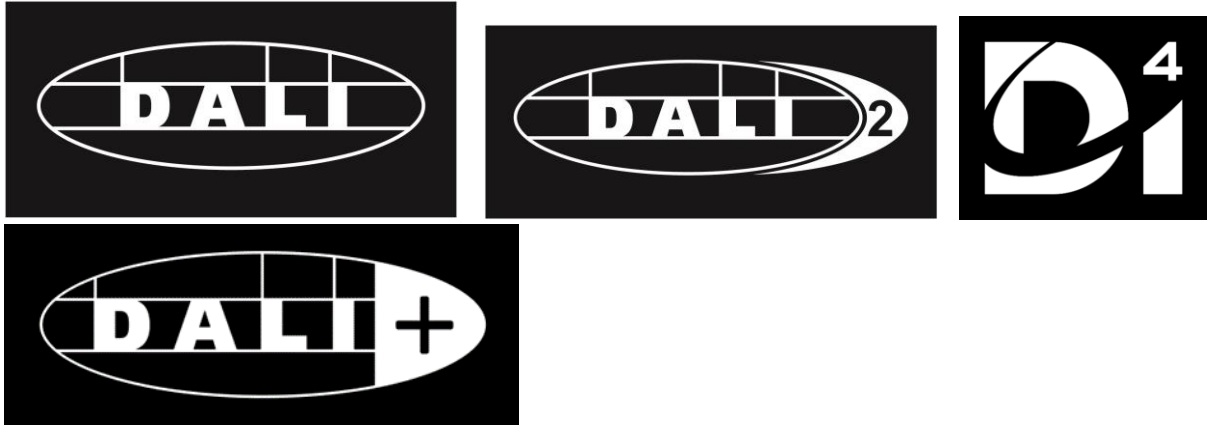
The DALI, DALI-2, DALI+ and mono-chrome D4i Trademark logos shall be used with either:

- the foreground colour black and the background colour white or very light; or
- the foreground colour white and the background colour black or very dark; or
- the background colour black and the foreground colour white or very light; or
- the background colour white and the foreground colour black or very dark.

For use on light coloured backgrounds such as white or yellow, the original logos shall be used with the text and other content in black (or another dark colour if the background is white), as shown in the following examples:



On dark backgrounds, the inverted DALI or D4i logos shall be used with the text and other content in white (or another light colour if the background is black), but with the black background colour shown here replaced by the dark colour of the product:



The foreground colour must be a single colour and intensity throughout, and must not have a colour gradient. The background colour must be a single colour and intensity throughout, and must not have a colour gradient. The background colour must extend to provide a border all around the logo, with a width equal to at least half the height of the logo foreground.

10.1.2 DiiA Trademark logo

Use the RGB version of the artwork for on-screen and digital applications. Use the CMYK and Pantone version of the artwork for all colour print work (including product applications).

The different colour versions of the logo are available in CMYK, RGB and PMS. These can be provided in different file formats (ai, eps, jpg and png).



Dark gray
 CMYK
 45 25 16 59
 RGB
 91 103 112
 #5B6770
 PMS431



Bright blue
 CMYK
 100 20 00
 RGB
 0 149 218
 #0095DA
 PMS299



Light blue
 CMYK
 60 0 00
 RGB
 68 199 244
 #44C7F4
 PMS 299 70%

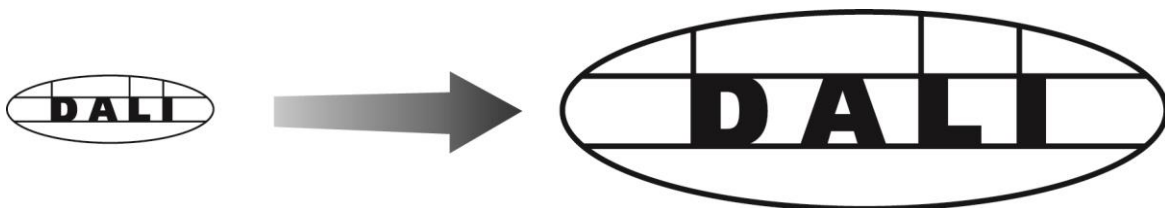
10.1.3 D4i Trademark logo when used with other logos

When the D4i Trademark logo is used together with other logos, the mono-chrome version of the D4i logo shall be used.

10.2 Size, aspect ratio and clearance

The Trademarks may be scaled in size, provided the **aspect ratio** is maintained and the Trademarks remain clear and legible. To help ensure this, please maintain a white clearance around the logo, where no text, images or symbols appear.

Examples:



The **size** of the DALI, DALI-2, DALI+ and Digital Illumination Interface Alliance logos should be based on the following formula:

$$X = (\text{Document width} + \text{Document height})/10$$

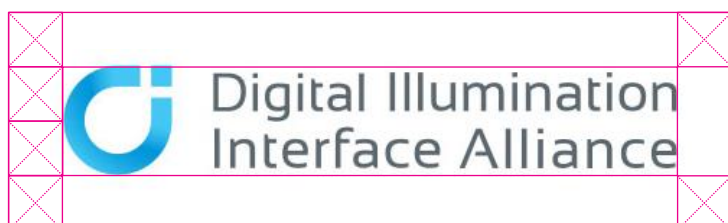


For the D4i logo, the size should be based on the following formula:

$$X = (\text{Document width} + \text{Document height})/20$$

With a minimum width, X, for digital applications of 140 pixels, or 20 mm for print applications or 10 mm for print applications of the D4i logo.

The easy-to-follow rule to achieve the correct **clearance** around the logo is to divide the height of the logo by 2:



10.3 No separation or rearrangement of parts of the logo

The Trademark logos may not have their component parts re-arranged in any way. This includes repositioning of the “2” in the DALI-2 logo, or the text in any of the logos.

10.4 Use of the DALI, DALI-2, DALI+, DiiA or D4i word Trademarks

The use of the DALI word is allowed on products and for marketing purposes. The use of the DiiA word is allowed for marketing purposes. The requirements for colour, font, size and aspect ratio do not apply in this case, but the following rules shall be met:

- For DALI: The letters must all be in uppercase. For example, “DALI” not “Dali”.
- For DiiA: The first and last letters must be in upper case, with the second and third letters in lower case. For example, “DiiA” is correct, but “DIIA” and “Diia” are incorrect.
- For D4i: The first letter must be in upper case, with the last letter in lower case. For example, “D4i” is correct, but “D4I” and “d4i” are incorrect.
- The letters must not be spaced out. For example, the following are not allowed: “D A L I” or “D i i A” or “D 4 i”.
- For DALI-2: The “2” must be separated from the “DALI” word by a hyphen. Correct: “DALI-2”. Incorrect: “DALI2”. Incorrect: “DALI 2”.
- For DALI+: The “+” must not be separated from the “DALI” word. Correct: “DALI+”. Incorrect: “DALI-+”. Incorrect: “DALI +”.
- The letters must not have dots or other characters between them. For example, the following is not allowed: “D.A.L.I.” or “D.i.i.A.” or “D.4.i.”
- The word Trademarks shall not have other letters, numbers or symbols attached either before or after the wordmark, except for a hyphen, “-” or underscore, “_” in social media. In addition, the word Trademark followed by a hyphen or underscore, which is followed by a number or other single character is disallowed. For example, the following are not allowed: “xDALI” or “DALIx” or “DALI*” or “*DALI” or “DALI-1” or “DALI-3” or “DALI-*” or “DALI-X”.

- The following are disallowed, unless the product is DALI+ certified: “DALIplus”, “DALI plus”, “Wireless DALI”, “DALI-plus”, “Wireless-DALI”.
- The following are disallowed in all cases: “DALI wireless”, “DALIwireless”, “DALI-wireless”.
- When the Trademarks are used on products, the symbols ™ and ® shall not be added.

10.5 Never...

Consistency is crucial if our visual identity is to be effective. Nowhere is consistency more important than when using the Trademarks.

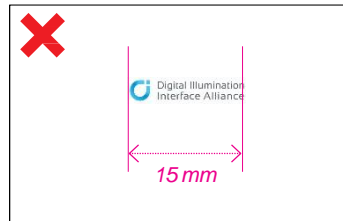
You must ensure the logos are never altered or tampered with. Here are some examples of the ways that the logos could be compromised, so you can understand how to avoid them:



...use the logo in combination with another visual element e.g. wordmark or logo.



...add a dropshadow to the logo.



...use the logo on a smaller format than 20mm or 140 pixels.



...change the colors of the text or graphic element



...distort the logo in any way.



...change the design or typeface of the logo



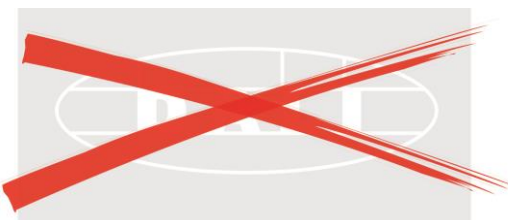
...change the proportions of the logo or combine the elements differently



...use the wrong framing or a specially created background



...apply the wordmark to an image background.



...contrast ratio too low

Remember to never alter the logos in any way.

For more information, please contact us:

info@DALI-Alliance.org

The Digital illumination interface Alliance reserves the right to modify these Trademark Guidelines. The latest version shall replace all previous versions.